



NEWS

from the National 5 A Day Program



A public-private partnership to promote consumption of fruits & vegetables

July 2000

NCI & AMERICAN CANCER SOCIETY FUND 5 A DAY

DISSEMINATION RESEARCH

On January 1, 2000, the National Cancer Institute (NCI) co-funded a two-year supplement to an existing grant to conduct a dissemination research project with the American Cancer Society (ACS). The project will disseminate and evaluate an African-American church-based 5 A Day nutrition education program. The dissemination research will be based on two NCI-funded studies: *Black Churches United for Better Health* (North Carolina) and *Eat for Life* (Emory University). ACS will fund and implement the intervention in 15 churches in 3 states (DE, NC, CA). NCI will fund the evaluation of the intervention. The project aims are to evaluate program impact on fruit/vegetable intake in the infeasibility of using ACS and church volun-

Continued on page 8

5 A DAY INTERNATIONAL SYMPOSIUM 2001

The second 5 A Day International Symposium will be held on January 7-9, 2001 in Washington, DC at the Monarch Hotel. In 1998, the first symposium attracted leading health officials and produce industry representatives from 25 countries eager to meet and forge health partnerships in their own countries. A number of countries represented at the meeting have utilized the U.S. 5 A Day Program as a model for public health nutrition programming and shared their successes. Many attendees wished to apply the lessons learned from existing programs to establish similar programs at home. Goals of this 2nd symposium are: (1) to build upon the successes of the 1st symposium in bringing together public health and private industry leaders to foster collaboration and (2) to present scientific accomplishments and

Continued on page 8

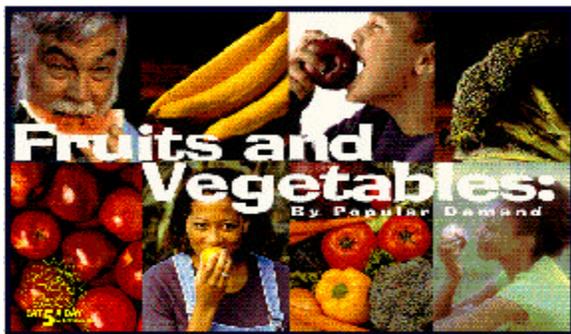
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5 A DAY WEEK 2000 CAMPAIGN

The 7th National 5 A Day Week campaign, September 10-16, 2000, will promote the theme: "*Fruits and Vegetables: By Popular Demand*". The National Cancer Institute (NCI) and Produce for Better Health Foundation's (PBH) conducts this annual 5 A Day Week campaign to allow a myriad of participants across the nation to generate a week of high visibility promotions advocating consumption of 5 or more daily servings of fruits and vegetables. This year's campaign will

encourage educators, foodservice staff, worksites, retailers, and health professionals to make environmental changes to increase the availability and accessibility of fruits and vegetables. The campaign will



also encourage consumers to obtain fruits and vegetables at work and school cafeterias, vending machines, catered events; and at home or when eating out. Our campaign kit, which in-

cludes a media package, is *online* on the NCI 5 A Day Website (dccps.nci.nih.gov/5aday).

Daria Massimilla, MPH[□]
Editor

**Current Grant
Portfolio in
Nutrition and
Behavior Change**

(in the Health Promotion Research Branch)

Baranowski, Tom;
Baylor College of
Medicine Gimme 5
Interactive Multi-
Media Education
(G5-IMME),
R01CA75614-03

Beresford, Shirley;
Fred Hutchinson
Cancer Research
Center, A Worksite
Program to Increase
Fruit & Vegetable
Intake,
R01CA59731-05A2

Bishop, Donald;
Minnesota Dept. of
Health. Nutrition and
Cancer Prevention.
R01CA59805-06

Bowen, Deborah;
Fred Hutchinson
Cancer Research
Center Motivating
Dietary Changes in
Churches,
R01CA79077-02

Cartmel, Brenda ;
Yale University,
Increasing F & V
Intake in Head &
Neck Cancer Patients
R01CA74567-03

Danish, Steven;
Virginia
Commonwealth
University, Cancer
Prevention in Rural
Youth -Teaching
Health Goals,
R01CA69220-04

Franklin, Frank;
University of Alabama
at Birmingham High
Five Plus,
R01CA59776-05A1

SPOTLIGHT ON . . .

Sue Foerster

Susan B. Foerster's career spans a breadth of programs in the California Department of Health Services, where she is now Chief of the Cancer Prevention and Nutrition Section, and California's 5 A Day Coordinator. Sue earned her B.S. and M.P.H. degrees at the University of California, Berkeley.



What follows is her story of how a defined vision for public health nutrition helped build a program with 40 FTE's and an annual budget of nearly \$20 million.

Sue's work in health promotion in the Department started in

1976. In 1984, when cancer was beginning to be recognized as an urgent health issue, Sue took advantage of an opportunity to join a cancer control team led by Dileep G. Bal, MD, MPH. Sue and Dileep recruited two experts in nutrition and cancer prevention, Lorelei and Charles DiSogra, to collaborate with the American Cancer Society in introducing nutrition as a discrete strategy for cancer prevention, instead of only part of other categorical programs.

By 1986-1991, California had applied for and received a NCI Capacity Building Grant created the California 5 A Day-for Better Health! Campaign. Sue's team's efforts eventually led to the launch of the National 5 A Day Program in 1991. Sue served as the Co-Principal Investigator for the grant, working with Dileep to build an interdisciplinary team. Despite limited resources, the campaign successfully utilized a large-scale behavioral approach in partnership with industry. The launch of the California 5 A Day Campaign in 1988 represented a turning point for Sue's career. Up to this point, the agency's resource limitations severely restricted Sue's ability to budget and control program delivery. With the influx of funds from NCI and the Preventive Health Services Block Grants from CDC (a total of \$300,000 per year for 5 A Day), a newfound freedom was afforded to the nutrition program. The agency now had a

choice — and the flexibility of contracting out for interdisciplinary services. This enhanced their credibility since the products could now be “market-quality”.

Money was critical to the program's success — and viability. When the funding ceased — the program ended. The interest in a state campaign waned while industry allies set their sights on forming a national 5 A Day Program. However, a newly inspired state team rose from the ashes, consisting of industry members and other allies from the agriculture marketing orders who saw the value of maintaining a strong state effort, especially with target markets that were not likely to be included in the national program, namely children and Latino's. A new vision evolved for the state effort. This driving force was crucial to the resurrection of 5 A Day in California.

Sue believes it is vital for management to have a clear picture of a defined program, even with limited discretionary funding. Sue has learned how to draft proposals to compete for funds and the value of knowing when funding decisions are made. Support from health agency leadership is essential in this process. Adopting a strategy of “always watching for money” is also essential. For example, in 1995, Sue asked permission to lead the state's team to apply for the USDA Network Planning Grants. Since then, the program has grown from \$2.8 to \$17 million over a four year period. Sue spearheaded four major campaign efforts between 1993-99: Children's Power Play Campaign, Latino Campaign, Network 5 A Day Campaign for low-income families, and the Women's 5 A Day Campaign.

With these notable accomplishments under her belt. Sue sees her future role as a mentor in building a cadre of change agents in the nutrition and physical activity arena. We view this as an extension of Sue's significant impact in 5 A Day over the past decade.

NCI COMMUNICATIONS UPDATE

NCI's media campaign concentrated on achieving message penetration in multiple media channels simultaneously.

Television Programming

Beginning in 1999, NCI launched its "Do Yourself A Flavor" television segments with Graham Kerr, after producing Kerr's radio segments for several years. Since television stations commit to air the segments at least two times each week, viewers are beginning to look out for "DYAF" and see Graham Kerr as a member of their local news team. Currently, the segments are airing in these television stations:

San Francisco (CBS)
Seattle (ABC)
Tampa (FOX)
Indianapolis (CBS)
Memphis (FOX)
Ft. Myers, FL (ABC)
New Bern/Greenville, NC (ABC)
East Peoria, IL (NBC)
Morristown, NJ (cable closed-access)
Tallahassee, FL (CBS)
Santa Maria, CA (CBS)
Wausau, WI (ABC)
Bangor, ME (CBS)
Abilene, TX (CBS)
Great Falls, MT (CBS)
Cheyenne, WY (CBS)
Soldier's TV (80 military stations in US)

Radio Programming

In 1999, NCI completed its third year of ongoing radio programming through a partnership with Graham Kerr. To date, NCI has confirmed over 487 commercial and public radio stations airing the segments.

Seasonal Print Media Outreach

NCI distributed a 1999 summer media package: "Family Fun With Fruits and Vegetables", with recipes that families can make together. Over 20 newspaper placements were made with a total circulation of more than 1 million. NCI also developed and distributed a winter package in February. The package highlighted the difference in fruit and vegetable preferences among regions of the country and included recipes to eat while watching the regional college basketball tournaments in March. Early results show a high media interest.

5 A Day Week - 1999

The theme for 5 A Day Week in 1999 was "Get Fit with 5." NCI produced and distributed a media package and an audio news release. The total circulation for 5 A Day Week in 1999 was over 50 million. Key news coverage included articles in Parade Magazine, Women's Day and large newspapers like the Chicago Tribune, Detroit Free Press, the Tampa Tribune, The Baltimore Sun, and the Boston Herald.

5 A Day Week - 2000

The Journal of the American Dietetics Association will feature a National 5 A Day Week fact sheet in an issue prior to the September campaign. It is designed for health professionals to share with their clients. Also, this information will be on a recorded message on the ADA consumer nutrition hot line, 800-366-1655, in July. The fact sheet will be up on the ADA web site, www.eatright.org, for a year (see page 1 for more on 5 A Day Week 2000).

Research

TV Test

In early 2000, NCI completed a study to test the effectiveness of the Graham Kerr TV spots. On nearly every factor, the spots tested above the norm. The highlights are:

- 81% of respondents liked the segments; 75% found them believable;
- 71% said they would definitely or probably try to eat more fruits and vegetables after seeing the segment;
- 75% said the segment showed a recipe that is easy to prepare.

Message Development

To explore issues that may help NCI more effectively reach the target audience with the 5 A Day message, 12 focus groups are planned for this summer. These include four African-American and four Hispanic groups conducted in Spanish. The focus groups will:

- identify topics to help "freshen" 5 A Day messages for target audiences;
- update knowledge of audience attitudes, barriers, knowledge about nutrition & chronic disease prevention;
- explore the appeal of potential concepts and how they can be used in 5 A Day.

Fries, Elizabeth; Virginia Commonwealth University, Reaching Rural Residents with Nutrition Strategies, R29CA71024-03

Haire-Joshu, Debra; Washington University, Altering Dietary Patterns in African American Parents, R01CA68398-04

Havas, Stephen; University of Maryland, Maryland WIC Healthy Eating for a Lifetime Program, R01CA59725-07

Killen, Joel D.; Stanford University, Cancer Risk Factor Prevention For High Risk Youth, R01CA68082-03

Lytle, Leslie; University of Minnesota, Reducing Cancer-Related Dietary Risk Behaviors, R01CA71943-03

Resnicow, Kenneth; Emory University, Dietary Change Through Black Churches, R01CA69668-04

Switzer, Boyd; University of NC at Chapel Hill, NCI Dietary Guidelines Implemented in Black Churches, R01CA73981-05

Williams, Geoffrey; University of Rochester, Self-Determination, Smoking, Diet, and Health, R01CA59594-01

Winett, Richard; Virginia Tech, Cancer Prevention Program in Rural Churches, R01CA79469-01A2

COALITIONS ACROSS U.S. PROMOTE 5 A DAY

Jump 'N Jive in Wisconsin

JUMP 'N JIVE... Come Alive with Fruit, was piloted as a social marketing and nutrition education campaign. The campaign promoted fruit and juice at breakfast to caregivers of preschool to 8th grade children eligible to receive food stamps. The awareness-building effort used mass media and school lunch promotions to reach about 84,000 people. The campaign also



ran interactive, educational programs, reaching over 3500 adults and 1200 children. Also, 14 campaign billboards (above) were seen by over 131,000 people. A survey of low-income mother participants showed that 80% believed the campaign message referred to health, energy and well-being; nearly 50% want to improve their diet. A notable achievement was enhanced local collaboration, which improved the effectiveness of their nutrition education programs. *Susan Nitzke, Kate Pederson, UW-Madison/Extension Department of Nutritional Sciences*

Colorado's Integrated Nutrition Project

The Integrated Nutrition Project (INP) reaches 750 Hispanic children in Denver elementary schools with the 5 A Day message. The program, now in its 3rd year, is conducted by the University of Colorado in collaboration with the state health agency, the state 5 A Day coalition, AMC Cancer Research Center and Denver Public Schools. INP consists of interactive nutrition and 5 A Day lessons that meet school academic standards and are integrated into the basic curriculum. INP uses resource teachers to teach lessons and train classroom teachers. Evaluation showed that intervention children ate more fruits/vegetables at lunch than controls at the post test and significantly improved knowledge, attitudes and self-efficacy. Teachers were also more willing to teach 5 A Day lessons. Next year's evaluation study will also apply the Diffusion of Innovations Theory to study which factors help or hamper program adoption. *This study was funded by the NCI/CDC 5 A Day Evaluation Grants. Cathy Romaniello, Department of Pediatrics, University of Colorado Health Sciences Center*

Guam's "Food & Fitness: Health for a Lifetime" Fair

The Guam health agency and its 5 A Day Program held a mini health fair at the village of Dededo in collaboration with WIC, University of Guam, EFNEP, Guam Memorial Hospital, local farmers, and Team Nutrition. The fair theme, "*Food and Fitness: Health for a Lifetime*", focused on nutrition and physical activity and featured tasty samples of local fresh fruits and vegetables. The highlight of the fair was the Team Nutrition/5 A Day booth. Over 100 people attended. The evaluation results showed an increased awareness about 5 A Day and physical activity. *Dawn Oakley, Guam Department of Public Health & Social Services.*

Maryland's Award-Winner: 5 For Kids, Too!

This campaign won the Dannon Institute Award for Excellence in Community Nutrition for Shoestring Programs, awarded to campaigns targeting youth on a shoestring budget. The goal was to raise daily consumption of fruits and vegetables by creating awareness and willingness to try them. The campaign was developed by an elementary school to teach K-3 grade students easy dietary changes that would keep them healthy. Year-round activities were designed to reach children, parents and caregivers. Pre- and post-surveys showed an 80% increase in children stating they need to eat "5 a day". Parents indicated that more children were eating over 3 servings than only 1-2 servings daily, and most reported that their child was more willing to taste them. Teachers rated the program very highly: 90% showed an interest in repeating the program. *Carol Miller, Maryland Department of Health and Mental Hygiene.*

New York's Retailer Promotes Apples to Kids

New York State apples were the centerpiece of a three month 5 A Day promotion effort at a supermarket in Watertown aimed at children and the underserved. The Jefferson County Childhood Nutrition and Physical Activity Initiative collaborated with Hannaford Superstore and the New York State Apple Commission. Hannaford provided recipes and samples, and a coupon for a free bag of apples. Over 6,000 coupons were given to daycare agencies, WIC clinics, schools, and emergency food pantries. The store sold over 11,000 pounds more apples during the promotion than in 1998 -- a 52% increase.

Mary Beth Knowlton, Jefferson County Public Health Service, New York



North Carolina Focuses on Media Spokespeople

The Promotions Committee of the NC 5 A Day Coalition produced and evaluated resource packets containing press releases and nutrition educational materials, for National Nutrition Month and 5 A Day Week. The resource packets are sent to the 80 media spokespersons in the state. The spokespersons showed an overwhelming positive response to all components of the kit, which facilitated their media efforts, and reached over 675,000 residents in 1998, and over 920,000 in 1999. *Diane Beth, NC Dept. of Health & Human Services.*

Missouri's Eat For Health Campaign

The *Eat for Health: It's All About You and Your Family* campaign targeted families who receive food stamps. The goal was to increase the number of families who pre-



pare healthful meals through publicity, supermarket festivals, and direct interaction with consumers. For example, the Missouri Nutrition Network spokespeople conducted live television and radio interviews providing "actionable"

nutrition advice. The result of extensive publicity was that it reached nearly 4 million or 73% of the Missouri population. Nearly a third of shoppers surveyed during exit interviews said they would consider improving their purchasing and preparation habits. Post-campaign surveys showed that increased media placements appeared to be a key factor in raising the awareness of the target audience. Also, participants found it easier to make healthful dinners and snacks. *Susan Nitzke, Kate Pederson, Missouri Department of Health.*

Recent 5 A Day Research Publications

The **April 2000 issue of Health Education & Behavior** is a special issue focused on process evaluations of the nine original 5 A Day grantees. The volume includes:

Methods, Results, and Lessons Learned from Process Evaluation of the High 5 School Based Nutrition Intervention. *Reynolds KD, Franklin FA, Leviton LC, Maloy J, Harrington KF, Yaroch AL, Sharina Person S, Jeter P.*

Gimme 5: (Georgia) Fruit and Vegetables for Fun and Health. *Davis M, Baranowski T, Baranowski J, Resnicow K, Smith M, Doyle C.*

Process of Conducting a 5-A-Day Intervention with High School Students: Gimme 5 (Louisiana). *Nicklas TA, O'Neil C,*

5 A Day Power Plus: Process Evaluation of a Multi-Component Elementary School Program to Increase Fruit & Vegetable Consumption. *Story M, Warren Mays R, Bishop DB, Perry CL, Taylor G, Smyth M, Gray C.*

Recent Publications (continued)

Implementing a 5 A Day Peer Health Educator Program for Public Sector and Trades Employees. *Buller D, Buller M, Larkey L, Douglas Taren D, Aickin M, Wentzel T.*

Results of Employee Involvement in Planning and Implementing the Treatwell 5-a-Day Worksites Study. *Hunt MK, Lederman R, Potter S, Stoddard A.*

Lessons Learned in a Community Intervention Trial in WIC. *Havas S, Damron D, Langenberg P, Feldman R, Ballesteros M.*

The North Carolina Black Churches United for Better Health Project: Intervention and Process Evaluation. *Campbell MK, Motsinger BM, Ingram A, Jewell D, Makarushka C, Beatty B, Dodds J, McClelland J, Demissie S, Demark-Wahnefried W.*

Gimme 5 Fruit, Juice, & Vegetables for Fun & Health: Outcome Evaluation. *Baranowski T, Davis M, Resnicow K, Baranowski J, Doyle C, Lin LS, Smith M, Wang DT.* Health Ed & Behavior; Feb 2000. 27(1):96-111.

NOTES ON NATIONAL PARTNERS

NAVY'S 2010 STRATEGIC WEAPON

Navy has embraced "5-10 A Day for 2010" message to improve the health and readiness of the military population. To reach this population of 3 million, Navy's strategies focus on individuals, worksites and the floating communities of deployed sailors on board ships. Plans also include building a support system and instituting environmental changes. Navy strategy development features:

- **Navy's 5 A Day goals and objectives** parallel Healthy People 2010, focusing on "5-10 A Day" and exercise. Program evaluation includes survey questions developed for existing annual DOD Surveys.
- Targeted **educational materials** developed include 2 new 5 A Day videos (one is award-winning), a Folate/5 A Day pamphlet, and a Navy 5 A Day website.



- **Foodservice Training Courses** provide Navy's Culinary Specialists with the skills to implement system changes and prepare healthy, tasty meals. Over 260 individuals have completed this course. 5-10 A Day has been incorporated into existing courses, such as the Fleet Health Promotion Course and DOD Schools.
- **A 5-Week Healthy Menu Cycle** was developed to ensure that healthier meals are served in military dining rooms.
- **Environmental changes** adopted in the galleys were simple: vegetables were moved to the head of the serving line, raising their consumption and reducing the amount of meat consumed; and galleys are improving salad bars, adding pasta and potato bars. *Mary Kay Solera, Navy Environmental Health Center, Department of the Navy.*

NCI/USDA/ASFSA -SCHOOL LUNCH WEEK 2000

The NCI 5 A Day Program will be actively participating in the National School Lunch Week promotions this year, held October 8 -14. The theme for this year's National School Lunch Week is "Teaming Up for School Lunch". NCI is working with the US Department of Agriculture and the American School Foodservice Association to diffuse innovations developed through 5 A Day school-based research interventions. These strategies and materials will be included as part of a "tool kit" distributed to school nutrition and foodservice contacts. This effort is another example of the NCI vision to actively disseminate research findings into nutrition interventions sponsored by other federal agencies. The toolkit is online: www.asfsa.org/nslw2000.

USDA/DOD DONATE PRODUCE TO INDIAN TRIBES

Indian tribes participating in the Food Distribution Program on Indian Reservations (FDPIR) now receive fresh produce that is readily available and affordable. Since 1996, a team of USDA and Department of Defense (DOD) employees have operated the highly successful *Fresh Fruits and Vegetables Project*. This year, the Project received the prestigious Hammer Award from the National Partnership for Reinventing Government.

The USDA and DOD signed a Memorandum of Understanding (MOU) to purchase and distribute fresh fruits and vegetables to Indian Reservations. Under the MOU, the participating Indian tribes provide DOD with customized food orders for fresh produce showing delivery site, dates, and quantities and types of produce to be delivered. Since 1996, the volume of fresh produce for Indian tribes has increased from zero in 1996 to \$3 million in 1999. Tribes, which previously received none, can now choose from a dozen types of produce. The project has received exceptional reviews from program recipients. Indian tribes have been extremely pleased with the quality and selection of products. Deliveries are frequent and on time; costs are reasonable. This Program was touted as "an outstanding example of reinventing government programs to better serve our customers".

INDUSTRY HAPPENINGS

California Wins Excellence Award

During the 5 A Day National Excellence Awards Series for 1999, the Produce for Better Health Foundation (PBH) bestowed the Gold Series Excellence Award for Employee Education and Volunteer Involvement on the California Department of Health Services. The California program, the originator of the 5 A Day concept, continues to expand. Creative educational programs target special populations, including: children, women, Latinos, and families. Special merchandizing activities take place in retail stores throughout the state. Official 5 A Day Retail Marketing materials appear in over 900 stores in the state. Now in its third series, the 5 A Day National Excellence Awards have become highly sought after by the produce industry companies and non-produce corporations alike. For 1999, over 100 corporations participated in the program. Of these, just 10 companies/organizations received an exclusive award.



The third 5 A Day Across the USA™ whirlwind tour is crossed the country from Salinas, Calif. to Washington, DC from May 18 through June 2, 2000, covering 6,100 miles. The tour, sponsored by the Produce for Better Health Foundation and supporting partners, was an effort to reach large numbers of consumers with the 5 A Day message. "We are spreading the magic of 5 A Day across the nation," said Elizabeth Pivonka, Ph.D., R.D., president of the Foundation. "It is a concept that is taking off like wildfire! People are excited about this fun, feel-good message – fruits and vegetables offer the best agents against fighting cancer, heart disease, stroke, obesity, diabetes, and other diet-related illnesses." The national tour began with a kick-off event in Salinas, Calif.,

featuring the 'World's Largest Tossed Spinach Salad'. The celebration took place on May 18 at the Salinas High School and featured a performance from the high school band. The California 5 A Day Campaign worked with elementary schools in the area to gather more than 10,000 pledges from individuals promising to take the 5 A Day pledge.

PBH's inaugural tour took place May 20-27, 1999, from Orlando, Fla., to New York, N.Y. The 1,500-mile route brought the 5 A Day message to residents in 17 cities along the east coast. The west coast tour took place August 27-Sept. 4, 1999, along an 1,800-mile route reaching 14 cities from Seattle, Wash., to Los Angeles, Calif. For more information, contact PBH's Rita McIntosh at 302-235-2329; or visit PBH's website at <http://www.5aday.com>.

Recent Publications (continued)

Increasing the Fruit & Vegetable consumption of Fourth-Graders: Results from the High 5 Project. *Reynolds K, Franklin FA, Binkley D, Raczynski JM, Harrington KF, Kirk KA, Person S.* Preventive Medicine. 2000;30:309-319.

5 A Day Across the USA Itinerary 2000

May 18	Salinas, Livermore, CA
May 19	Pleasanton, CA
May 20	Bentonville, AR
May 21	Millington, Memphis, TN
May 22	Dallas, TX
May 23	Phoenix, AZ
May 24	Salt Lake City, UT
May 25	Kansas City
May 25	Des Moines, IA
May 26	Minneapolis, MN
May 26	Milwaukee, WI
May 27	Chicago, IL
May 27-28	Indianapolis, IN
May 30	Lexington, KY
May 31	Cincinnati, OH
June 1	Boston, MA
June 1	Wilmington, DE
June 1	Baltimore, MD
June 2	Grand Finale, Washington, DC

Resources

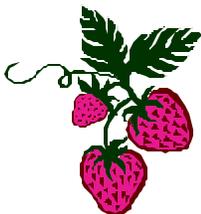
For information on the 5 A Day program, please visit our program website:

www.5aday.gov

This site features the NCI and CDC interactive website for consumers on 5 A Day & physical activity, and recipes from Graham Kerr TV/radio spots!

For more information on 5 A Day and other cancer-related topics, call the NCI's Cancer Information Service at:
1-800-4CANCER

For a new 5 A Day Catalogue, contact the Produce for Better Health Foundation at
1-888-391-2100 or www.5aday.org



We've Moved !

5 A Day for Better Health Program

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Division of Cancer Control & Population Sciences
National Cancer Institute
National Institutes of Health
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Upcoming National Conference Calls

JULY 4 - HOLIDAY

SEPTEMBER 5

Tri-Agency Cooperative Study to Change Children's Diets
Claire Heiser, MS, RD
Texas Dept of Health

OCTOBER 3

The (Nearly) Impossible Dream: Changing Teen Diets
Leslie Lytle, PhD, RD
University of Minnesota

NOVEMBER 7

Evaluation of "Healthy Choices" - A School-Based Intervention
Maria Bettencourt, MS, RD
Massachusetts Dept of Health

DECEMBER 5

Evaluation of Adoption of 5 A Day by Elementary School Teachers Using Diffusion Theory
Cathy Romaniello, MS, RD
Colorado Dept of Health
Jerianne Heimendinger ScD, RD
Gary Auld, PhD
AMC Cancer Research Center

DISSEMINATION RESEARCH (cont'd from p.1)

teers to implement a motivational telephone intervention; and institutionalize the intervention at the sites. This project is the first 5 A Day Project with the ACS to take researched strategies that are proven effective in increasing fruit and vegetable consumption, and diffuse them through the existing ACS volunteer network. The evaluation research will inform the public health field how best to diffuse and disseminate programs through a volunteer network.



SYMPOSIUM (cont'd from p.1)

programmatic initiatives transpired since then. To this end, the objectives are to highlight cutting edge communication technologies used to support and evaluate behavior change; to discuss ways that public policy can drive innovation in research and applications; to spotlight lessons learned from innovative international 5 A Day-type programs; and to assist countries in establishing public/private partnerships to increase fruit/vegetable intake. For more information, contact Margaret Farrell, NCI: 301/496-8520 or Margaret_Farrell@nih.gov.

NCI 5 A DAY PROGRAM STAFF

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